

## Message Text

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11

ACTION ARA-10

INFO OCT-01 ISO-00 AID-20 /031 W  
----- 094400

R 310041Z MAY 74  
FM AMEMBASSY MEXICO  
TO SECSTATE WASHDC 1869  
USIA WASHDC

UNCLAS MEXICO 4445

FOR AID - MR PARKER

FOR USIA - MR KEOUGH

FROM AMBASSADOR JOVA

E.O. 11652: N/A  
TAGS: APUB, MX  
SUBJECT: DUPLICATION OF FUNCTIONS - BOOK PUBLICATION AND  
DISTRIBUTION

1. I HAVE BEEN STRUCK SINCE MY ARRIVAL IN MEXICO BY WHAT SEEMS TO ME TO BE A DUPLICATION OF FUNCTIONS IN THE FIELD OF BOOK PUBLICATION AND DISTRIBUTION. IN THE AID-SPONSORED RTAC PROGRAM AND THE USIA-FUNDED RBO PROGRAM WE HAVE TWO REGIONAL SERVICE ORGANIZATIONS DEALING WITH IDENTICAL PRODUCTS AND WITH SIMILAR OBJECTIVES. I AM TOLD THAT ONE IS "PROJECT ORIENTED" WHILE THE OTHER IS "PROGRAM ORIENTED" BUT I FIND THAT TO BE AN INSUFFICIENT JUSTIFICATION FOR MAINTAINING TWO SEPARATE ORGANIZATIONS EACH WITH ITS OWN BUREAUCRATIC SUPERSTRUCTURE AND INFRASTRUCTURE.

2. I AM AWARE OF THE DIFFICULTIES INHERENT IN TRYING TO COMBINE UNDER ONE OPERATION THE PROGRAMS OF TWO SEPARATE AGENCIES AND I WOULD EXPECT THE VARIOUS VESTED INTERESTS TO RESIST MAJOR CHANGE. NEVERTHELESS, THE USIS REGIONAL SERVICE CENTER WHICH PROVIDES REIMBURSABLE SERVICES FOR VARIOUS AGENCIES ON A REGIONAL BASIS SHOWS THAT THIS CONCEPT CAN AND DOES WORK.

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3. I PROPOSE THAT A STUDY BE COMMENCED WITH THE OBJECT OF DETERMINING HOW TO BEST COMBINE THE RBO AND RTAC OFFICES IN MEXICO AS SOON AS POSSIBLE. THE FACT THAT THE FUTURE ROLE OF RTAC IS ITSELF UNDER STUDY MAKES THIS A PARTICULARLY OPPORTUNE MOMENT. WE HERE FOR OUR PART WILL DISCUSS THE MATTER WITH ALL OFFICERS CONCERNED AND I EXPECT TO REPORT FURTHER TO THE DEPARTMENT IN THE NEAR FUTURE. JOVA

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NNN

## Message Attributes

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**Concepts:** n/a  
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